

REMARKS

Claims 1-26 are pending in the application. Claims 1-26 stand rejected

Claims 1, 2, and 3 have been combined. Claims 13, 14, and 15 have been combined and claims 14 and 15 have been added to claim 25. Claims 2, 3, 14, 15 and 26 have been cancelled herein.

The claims have also been amended to clarify the grammatical and idiomatic errors. No new matter is entered.

Claim 1 has been newly added. This claim is fully supported by the specification and drawings. For example figure 1.

Claims 1-26 stand rejected under 35 USC 112, second paragraph as being indefinite. In view of the claim clarifications it is respectfully requested the rejection be withdrawn.

With regard to the "agency service trader's place," this is defined throughout applicant's specification. For example page 1:24 through page 2. Also the "home delivery slip" is defined in the specification, however to help avoid confusion the "home" was removed.

Claim 26 is rejected under 35 USC 101 as directed to non-statutory subject matter. Claim 26 has been cancelled obviating the rejection.

Claims 1-5, 11-17 and 23-26 are rejected under 35 USC 103(a) Buettgenback et al (20002/0032613), hereafter "613", in view of Walker et al. (6,754,636) (Walker). Claims 6 and 8 are rejected under 35 USC 103(a) as unpatentable over '613 in view of Walker and further in view of Zarovinsky (2002/0133415) and claims 7-10 and 19-22 are unpatentable over '613 in view of Walker and further in view of "Re: Astropix Wholesale Optics,".

In applicant's claimed invention each of the amended independent claims 1, 13 and 25 includes at least features (a) and (b).

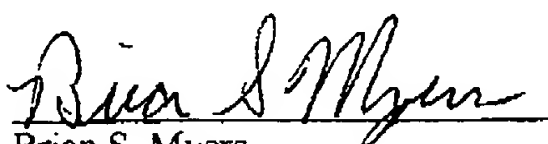
Feature (a) is generating a piece of identification information unique to every orderer and to every purchase target article from a one-way function on the basis of a piece of order information received from a virtual shop. Feature (b) includes setting the identification information so as to contain numerals of specified digits of a telephone number corresponding to the communication terminal used by the orderer that is contained in the order information.

The combination of references 613 and Walker fail to suggest the unique combination of features found in the independent claims. For example the features (a) and (b) of the independent claims. Each of dependent claims provides at least the distinguishing features as pointed out above in addition to their own distinguishing features.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,



Brian S. Myers
Reg. No. 46,947

CUSTOMER NUMBER 026304

Telephone: (212) 940-8703
Fax: (212) 940-8986/8987
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